### STATE SOCIETY.

## REASON WHY.

It will surprise most people to learn that the largest stock of Watches, Diamonds, Jewelry, Silverware, Cut Glass and kindred lines in the intermountain country is to be slaughtered just before Easter trade commences and just when most merchants are holding for regular profits, but it has always been our system to give our customers every advantage in price when the demand was greatest

Everyone knows that we are a one price, plain figure house from which there is no variation, but now for a very short period the bars will be dropped and our select stock is offered without reservation at discounts from regular prices ranging from 20 to 50 per cent.

There is a reason for everything and as it is an unusual thing for a large jewelry house like ours to have clearance sales we will state to the inquiring mind that J. H. Leyson & Co., illustrates in this state the "survival of the littest" among our craft and we might add that "the most fit" in merchandising only survive by adopting modern methods and the Annual Clearance Sale to a jewelry store is strictly modern merchandising and gives us the opportunity to again fill our cases with new and fresh goods bought with cash obtained because of the Clearance Sale. Go look into the cases of any merchant who is afraid to slaughter prices once a year and notice the junk—we don't like junk.

# Leyson's Annual Clearance Sale

## The Dollar Window.

Our South Window is crowded with all sorts of Silver, Leather, Glass Silver Plated Ware, Jewelry, etc. No piece is worth less than \$1.50 and range from that up to \$7.50 each. Any article in this window will be sold, prompt at 9 o'clock Monday Morning, for-

## Sterling Silver Flatware at 80c ounce

We have on display in our north window a few hundred ounces of Sterling Silver Table and Tea Forks, Dessert and Table Spoons all of elegant design which 80C we will weigh out and sell at, an ounce, . . .

Five other regular patterns will be sold at \$1.00 an ounce, including teaspoons.

No house in America ever sold sterling silver at any sale for less than \$1.00 an ounce and with 20% discount on all fancy pieces and hollow work we are giving an unparallelled opportunity to buyers of silver at this time.

## Flatware

We will sell Wm. A. Rogers' Flatware as follows:

Tea Spoons, per set of six 75c for . . . . . . . . . . . . . . . . . Table Spoons, per set of six \$1.50 for . . . . . . . . . . . . . . . . . Table Forks, per set of six I Sugar Spoon and Butter \$1.00 Knife in silk lined case . . Berry Spoon, gilt bowl, \$1.50 each . . . . . . . . . . . . . . . . Case containing 6 Tea Spoons,

6 Table Spoons, 6 Forks \$6.75 and Knives for . . . . . . We have but few sets of above, so come

## Leather Goods

All our choice imported Purses, Card Cases, Bags, etc., will be slavghtered at Half Price. We expect more next month and must have room.

## Umbrellas

The best on earth will be sold at Half Price during this sale. The line contains some most unique and artistic handles for both men and women.

Most anyone would buy a watch if he can buy it for less than it is worth. Our watch case was never so plentifully stocked and excluding the specials quoted below we will sell any watch in the house at 20 Per Cent Discount from regular prices.

### OUR BARGAINS ALWAYS GUARANTEED.

Gent's 12 size, open face, 20 year Gold filled Elgin, \$12.00 Waltham or Swiss for . . Gent's 12 size, Hunting, 20 \$15.00 year Gold filled Swiss for Ladies' o size, Hunting, 20 year Gold filled Swiss, \$15.00 Elgin or Waltham for . .

We have never before offered as good a watch for the money, as we are giving a higher grade case and our Swiss movement is superior to any ever before

## Ladies' and Gentlemen's Toiletware

Mirrors, Brushes, Combs, Cloth and Velvet Brushes, Puff Boxes, etc., of the highest standard of make will will be offered at 25 Per Cent discount from regular prices. Match up your sets now as we will never give you such another

### Diamonds

Diamonds have advanced steadily in price for eight years, but we have acquired such a large stock of Cluster Rings, Broaches, Lavaliers and other jeweled pieces that we will give One Fourth discount from regular prices on any piece in our house during this sale. This discount does not apply to one, two, three, for or five stone rings, and special prices will be quoted on

We will guarantee that not one piece offered at this One Fourth discount sale can be duplicated at wholesale price for what we ask, but we are overstocked and would rather have the money. Consult your business sagacity on this

## Gold Jewelry and Rings

No house in the West shows more artistic lewelry and Rings than are shown by us. Easter is near and June graduations and weddings not far off. Anticipate your wants and buy Broaches, Stick Pins, Links, etc., now at 25 Per Cent Discount.

Our clock stock is superb but it goes at 25 Per Cent from regular prices. Among our Hall Clocks we

have three of American \$75.00 make that we will close out, each ..... One hanesome Italian

Carved Case, double chime, German movement, regular price \$375.00 \$500.00, sale price . . . Another regular \$450.00 \$337.50 sale price . . . . . . .

## Novelties, Etc.

All Statuary, Ornaments, Lamps, Silver Novelties, Imported and Domestic Belt Buckles, Imitation Pearl Necklaces, Corals, Fancy Guard Chains, Wooden Steins will be sold at One Third Discount. We are importing this Fall some very complete lines of above and must have room.

## Silver Plated Flatware

\$4.00

Leyson's own brand of triple plated Knives and Forks, shell design, per doz. . . . Same plain design,

per doz. . . . . . . . These are the best goods for the price on earth.

The door is open on Monday Morning, at 9 o'clock, to the greatest April 3 buying opportunity ever given by a jewelry house in Utah. Our stock is larger and better selected than ever before, giving greater assortment from which to choose.

No silver polish will be given this week for phone calls for the correct time.



This Sale begins Monday and will end quickly. We are anxious to do a large business in a short time and advise any wishing to take advantage of this sale to make haste.

Always phone 65 (either phone) for the correct time.